



18th QMOD-KSQM International Joint Conference

On Quality and Service Sciences (ICQSS 2015)

Registration

Please click here for REGISTRATION

Invitation

HOME > **Conference Program**

Conference Program

NEW
UPDATE

Registration and Important
dates

Practicalities

Committees

Topics

Call for Papers

Best Paper Awards and
Published Papers

List of Speakers and Profile of
Invited Speakers

Information for presenting
speakers

History of the QMOD-ICQSS
Conferences

Contact

Conference Program

2015 QMOD-KSQM International Conference

Seoul, KOREA

Theme: Creating a Sustainable Future through Quality

Time

- 12(Mon) – 14th(Wed) October, 2015

Conference Venue

- **Yonsei University**(www.yonsei.ac.kr), Seoul, KOREA
- Yonsei University was first established in 1885 by Christian missionaries, the oldest private university in Korea.

Post-conference Company Visit and The Folk Village located in Yong-in Tour.

QMOD-KSQM provides the following two post-conference activities. Conference participants can choose the option they prefer

- [Option 1] Company Visit: SAMSUNG Electronics, Suwon, Gyeonggi-do
The Folk Village Tour (including Lunch)
- [Option 2] Company Visit: HYUNDAI Motors Corporation, Hwaseong, Gyeonggi-do
The Folk Village Tour (including Lunch)

Conference Program : Three days program

- Company visit(SAMSUNG Electronics, HYUNDAI Motors Corporation) and The Folk Village Tour(3rd day)

QMOD-KSQM 2015: PROGRAM

- 12th October 2015, MONDAY

09:00~17:00	QMOD-KSQM REGISTRATION,CONFERENCE CENTER				
10:00~10:30	CONFERENCE OPENING, ROOM: Grand Ballroom, Backyang-ro				
10:30~12:00	PLENARY SESSION 1, ROOM: Grand Ballroom, Backyang-ro				
12:00~14:00	LUNCH				
14:00~15:30	International Conference Hall 1	International Conference Hall 2	International Conference Hall 3	Banquet hall1	Banquet hall 2
PARALLEL SESSIONS 1	Healthcare 1	Performance Management 1	Consumer Identity, Values and Behaviors 1	TQM Practice	Process Design and Improvement 1

1.5: Process Design and Improvement 1

SESSION CHAIRS: Omar J. Purata (Universidad de Guanajuato, Mexico)

Malte Schröder, Björn Falk, Robert Schmitt (Germany)	Design of a Failure Recording Method for Technical Products
Jihyun Ha, Jong-Seok Lee, Wan Seon Shin (Korea)	A parameter-free method for noise detection and its application to semiconductor wafer inspection
Marisa Germprapai, Natcha Thawesaengskulthai (Thailand)	Customer requirement system for vehicle product development plan By KANO's model and QFD
Chul-Ho Cho, Jae Hoon Hyun (Korea)	What SERVPERF in Recruiting Website Does Determine Users' Perceived Value, Satisfaction, and Revisit Intention in Korea?

SESSION 2

- 12th October 2015, MONDAY

16:00~17:30	PARALLEL SESSIONS 2
2.1: Healthcare 2	
SESSION CHAIRS: Masahiko Munechika (Waseda University, Japan)	
Hiroataka Inoue, Shu Yamada (Japan)	An approach to facilitate the safety signal detection efforts in pharmaceutical R&D
Malgorzata Fialkowska-Filipek (Poland)	Patient value of primary care in Lean healthcare context
Masaaki Kaneko (Japan)	A Method for Diagnosing Healthcare Provision Process Based on Failure Cases
Noor Hazilah Abd Manaf , Selamah Abdullah, Intan Zanariah Zakaria (Malaysia)	MEDICAL TOURISM: MIRACLE OR MIRAGE?
2.2: Performance Management 2	
SESSION CHAIRS: Claudiu Vasile Kifor (Lucian Blaga University Sibiu, Romania)	
Michael Brusch, Katrin Baumert, Luisa Illner(Germany)	Measurement and Evaluation of as Relevant Perceived Product Descriptors
Nadine Schlüter, Nicole Schlüter (Germany)	New Concept for Project Management based Competencies Development in the Field of Industrial Product Service Systems (IPSS)
Yong Won Seo , Youn Sung Kim , DaeSoo Kim, Yung-Mok Yu, Sung Hee Lee (Korea)	A comparative study of product and process innovation patterns between manufacturing and service firms in Korea
Youn Sung Kim, Jeongil Choi , Jin-Young Sirh, Youngmok Kim (Korea)	A framework for building an evaluation model for luxury products
2.3: Consumer Identity, Values and Behaviors 2	
SESSION CHAIRS: Heejun Park (Yonsei University, Korea)	
Anne Martensen, Jan Mouritsen, Christine Madelene Bentzen & Thora Kristine Sørensen (Denmark)	Marketing mix induced word-of-mouth and its impact on consumer responses in a service industry
S. Peplowsky, A. Kawald, D. Döbbrick, B. Rich, R. Woll (Germany)	What customers want? – Determining of requirements and their relevancies!
Tae-woo Kim, Dong-hyun Baek (Korea)	A quality requirement analysis method using content analysis of SNS
Kana Sugimoto, Shin'ya Nagasawa (Japan)	A Comparative Study of Consumer Demand for High-Value Product Quality
2.4: Lean, Six Sigma	
SESSION CHAIRS: Fotis Vouzas (UNIVERSITY OF MACEDONIA, GREECE)	
Kristen Snyder, Pernilla Ingelsson, Ingela Bäckström	Conceptualizing a research framework to study systemic Lean